



HTM*3080 W 2017

Marketing Strategy for Hospitality Managers

Credit weight 0.50

General Course Information

Instructor: Rob McLean
Email mclean01@uoguelph.ca
Office Location MINS 213E
Office Hours Tuesdays, 12:00 – 2:00pm
Department/School School of Hospitality, Food and Tourism Management

Class Schedule: Tuesday 8:30am to 9:50am and Thursday 11:30am to 12.50pm

Pre-requisites: 9.00 credits including HTM*2010, (HTM*2120 or MCS*1000)

Course Description

This course focuses on major marketing decisions that hospitality and tourism managers face in generating and sustaining demand for their products and services.

Course content includes the key elements of strategic marketing and practice within the context of the hospitality and tourism business environment, such as customer relationship marketing, differentiating, segmenting, positioning and branding, promotions, sales and distribution systems.

Course Learning Outcomes

In completing this course, you will:

1. Gain knowledge of strategic marketing concepts and theories.
2. Comprehend marketing as an active, decision-oriented process.
3. Develop an ordered and focused way of thinking about marketing problems and opportunities based on the discipline of marketing.
4. Gain knowledge of the challenges of setting strategy, and the process of marketing planning and management.
5. Be skilled at the application of marketing concepts within the hospitality and tourism industry.
6. Apply creativity as a component of reasoned and fact based decision-making.

Knowledge and Understanding:

This course will prepare you to understand the steps involved in creating an effective strategic marketing plan. You will understand the requisite research and planning that supports a successful service industry marketing strategy.

Discipline/Professional and Transferable Skills:

Strategy always comes before tactics. In this course, you will learn *why* a strategic approach is essential. A disciplined approach to reading, studying, and seminar work will mirror the measured approach that strategic planning requires. This patience and discipline is fully applicable to any career that requires strategic planning and/or project management.

Attitudes and Values:

The course is based on an active 12-week semester. One of the most effective and efficient uses of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class. These materials will be discussed in class and seminars.

Course Assessment

			Due Date/ location
Assessment 1:	20%	Four case submissions (individual)	<i>In class</i>
Assessment 2:	20%	Midterm	<i>In class</i>
Assessment 3:	30%	Group Project & presentation	<i>In class</i>
Assessment 4:	5%	Class participation	<i>In class</i>
Assessment 5:	25%	Final Exam	<i>TBD</i>
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Total	100%		

Indicative Content, Course Schedule and Key Dates

Week	Date	Theme	Chapter
1	Jan 10	• Introduction – Marketing for Hospitality and Tourism	1 & 2
	Jan 12	• The Service Characteristics of Hospitality and Tourism Marketing	
2	Jan 17	• The Role of Marketing in Strategic Planning • The Marketing Environment	3 & 4
	Jan 19	• The Case Study Method • Case 4 – JetBlue: Delighting Customers	
3	Jan 24	• Managing Customer Information to Gain Insights • Consumer Markets and Consumer Buying Behaviour	5 & 6
	Jan 26	• Case 3 - Disney	
4	Jan 31	• Organizational Buyer Behaviour • Customer-Driven Marketing Strategy: Creating Value • Submit Case Analysis – Boulder Creek	7 & 8
	Feb 2	• Case 19 - Boulder Creek	
5	Feb 7	• Designing and Managing Products and Brands • Internal Marketing • Submit Case Analysis – Mayo Clinic	9 & 10
	Feb 9	• Case 9 - Mayo Clinic	
6	Feb 14	• Introduction to Group Project & finalizing groups • Midterm Exam Review	
	Feb 16	• Midterm Exam	
Reading Week			
8	Feb 28	• Pricing: Understanding and Capturing Customer Value • Distribution Channels Delivering Customer Value • Submit case analysis: Apollo Hotel	11 & 12
	Mar 2	• Case 16 – Apollo Hotel	
9	Mar 7	• The Marketing Plan – Part 1 & Group Project work	18
	Mar 9	• In-class group project work	
10	Mar 14	• Communicating Customer Value • Public Relations, Sales Promotions, Professional Sales • Submit case analysis: The Witchery by the Castle	13, 14 & 15
	Mar 16	• In-class group project work	
11	Mar 21	• Direct, Online, Social, Mobile Marketing	16 & 17
	Mar 23	• Destination Marketing • Group project written assignments due	
12	Mar 28	• Group Project Presentations	
	Mar 30	• Group Project Presentations	
13	April 4 -6	• Course Review & Final Exam preparation	

Course Resources

Required Textbook: Marketing for Hospitality and Tourism. 7th Edition. Boston: Pearson, ©2017

Authors: Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu. ISBN # 0134151925

Note: 6th Edition is also acceptable, and is available used at the bookstore, though it may be missing some of the case studies listed above, and will vary slightly in content.

Teaching and Learning Practices (*as appropriate*)

Classes focus on assigned readings from the text, and on marketing theory relevant to hospitality and tourism. We will also devote time to case study analysis as a method of applying these theories.

Those who actively participate in lectures & seminars have a distinct academic advantage over those who do not. There will be very limited website posts regarding in-class or seminar discussions/content, and you will be expected to consult with their peers if they miss lectures. Any material discussed in class may appear on the final exam.

At the first seminar we will go through the mechanics of the case method, and the requirements of case analysis. Subsequent seminars will be devoted to a series of cases.

Course Policies

Grading Policies

Case Study submissions (20%) are based on the four numbered cases listed in BOLD on the Lecture/Seminar Outline. Please submit a copy of each completed case overview to its assigned Dropbox folder in CourseLink. Emailed assignments are accepted only for illness or compassionate reasons (Please refer to the section on University Policies - Academic Consideration). Late submissions will be penalized (20% of grade per day).

Attending classes is required, but is not solely sufficient to earn a high participation grade. Students are expected to read assigned text chapters and cases each week, and come to class ready to discuss the material.

Students can earn bonus participation marks for sharing an interesting and course-related topic (e.g. observation/video/paper/news/personal experience/idea) with the class on Tuesdays, or via email to me.

Midterm (20%) and Final (25%) exams are a combination of multiple choice and short answer questions. In accordance with University of Guelph exam policies and procedures, students are responsible for ensuring that they do not have a time conflict with examinations in other courses.

Group Project & Presentation (30%) is a group report (4 to 5 people per group), to be submitted as a written document in a business format, free of spelling and grammatical errors, and it will also be presented in class. The report should be approximately ten pages. Up to 25% of the grade can be affected by an unprofessional presentation. The written report is due March 23rd. Presentations will follow the next week. Late written submissions will be penalized (10% of grade per day). See CourseLink for details.

Class Participation (5%) is a participation mark, not just an attendance grade (or penalty). If you actively and insightfully contribute to class discussions, you will easily earn these marks. If you do not engage with the class and its content, you may not earn these marks.

Course Policy on Group Work:

Grades for the group project will be adjusted based on peer evaluation forms, to be submitted individually by each group member.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is not allowed without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#).

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, March 10th. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>